

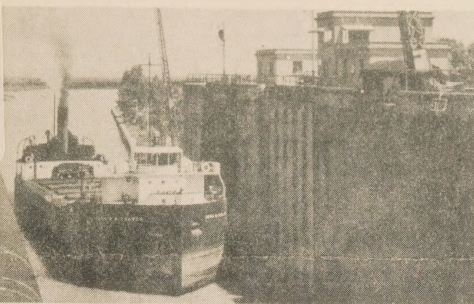
# TRAVEL INFORMATION



Gov Dec 12  
Ontario Department  
of  
Travel and Publicity

VOL.1 NO.3 HON. BRYAN L. CATHCART, MINISTER C.D. CROWE, DEPUTY MINISTER MARCH 1957

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## K.O.B.\* (Where the Steamships Climb the Mountain)

Birch-bark has one decided advantage over steel--- it's lighter.

The Indians were aware of this so they built their boats of birch-bark. Of course they didn't have steel foundries, but that's beside the point. When the white man entered upon the scene and tried to convince the Indian that boats should be made of steel, the Indian shrugged his feathers and clutched his birch-bark more tightly. He knew that he could carry his boat from lake to lake over the Niagara escarpment. How would the white man carry his steel boat-----especially on a hot afternoon?

Someone in the white man's party, while nibbling a luscious Niagara apple, remembered a chap called Newton. Without delay, Newton was put to work to see if he could juggle Lakes Erie and Ontario into some kind of handy escalator. Newton, working out of Thorold, built a water stairway that took steel ships up and down the mountain, thereby saving considerable face for the white man.

Before you scientists, engineers and historians write that angry letter of protest, we'll make a clean breast of it. Our story may stretch the truth a bit, and no doubt history has been given a slight wrench, but it makes research work delightfully simple. Perhaps we can duck the academic brickbats by asking a question. Have you ever seen steamships climb the mountain at Thorold? You should because the sight of a large lake freighter being raised or lowered more than 326 feet in the Great Twin Flight locks is fascinating. While at Niagara Falls one powerful lake spills, unhampered, into the other, at Thorold man has tamed them and harnessed them to the economy of a nation. Who would fail to be impressed by this marvellous link between Lakes Erie and Ontario, completing a water highway from the straits of Belle Isle to Duluth?

Seven locks, three of them being double or twin, are required to raise and lower vessels to the necessary height. As you hear the 23,000 ton lock gates swing closed with a hushed and precise boom, and watch 34 million gallons of water boil into the lock in a short fifteen minutes, you realize that here is one of the most interesting spectacles in the Niagara Peninsula. Even more than sharing in the vision of your forefathers, you see a prophecy about to be fulfilled. Long before giant shovels began to carve a seaway in the St. Lawrence, the Welland canal waited patiently. The waiting period is almost over.

\* K.O.B. means "Know Ontario Better."  
Each month our column will feature a different city or area in Ontario.

## '57 Prospects Good

In a recent letter, Mr. Al Sherrett, well known Tourist Promotion man in Kenora, writes in part: "I am here on a brief vacation after a most successful Show at Kansas City, Mo., where 88,000 people attended and where results definitely indicate that we have a good year in prospect. With the U.S. citizen turning to Canada as unrest in Europe and inflation measures force them to cut down on more ambitious foreign travel, we should certainly benefit."

In thanking the Department for providing literature for their Show, representatives of the Lake Ontario Development Association also sounded an optimistic note for the tourist industry in Ontario during 1957. Pres. Gordon Powell and manager Don Kingdon state that their display at the recent New York Sportsmen's Show, attracted a high degree of interest. An estimated 20,000 persons visited their display and received information on Ontario. The delegates brought back 1500 written enquiries and expect to receive a thousand more in the mail. Extra staff is being employed to process the enquiries while the association draws up its plans for a similar venture at the Cleveland Sportsmen's Show this month.

The Queen's birthday and Thanksgiving Day in Canada have now been made permanent dates on the Canadian calendar. The sovereign's birthday will coincide with Victoria Day and will be celebrated on the Monday preceding May 25. Thanksgiving will be on the second Monday of October each year.

Celebration of the Queen's Birthday in 1957 will be on May 20, and Thanksgiving Day will be on October 14.



# GUEST EDITORIAL



S.W. LINCOLN  
Secretary - Treasurer  
Northern Great Lakes  
Area Council

The Northern Great Lakes Area Council was formed eleven years ago at a meeting of representatives of the states of Michigan, Minnesota and Wisconsin and the Province of Ontario. The forward of the constitution reads:

"WHEREAS it is recognized that the states of Michigan Minnesota and Wisconsin and the Province of Ontario possess a common heritage of natural endowment, history and culture;  
WHEREAS this common background gives rise to common problems in the development of these advantages for the public good; for the benefit of those persons residing within these jurisdictions as well as for those who may from time to time seek recreation and livelihood therein;

NOW, IT IS THEREFORE AGREED that there shall be formed an organization to be known henceforth as the "Northern Great Lakes Area Council."

The activities of the Council are financed by an annual appropriation shared equally by the four commonwealths. These activities comprise a joint advertising campaign in national magazines and a selected list of Canadian and American newspapers.

The Council produces an excellent four-colour Rand McNally map of the area, showing highways, railroads, air-lines, ferry boat and bus lines. On the reverse is another map of the area showing state, provincial and national parks and forests and other recreational areas. This map is one of very few showing the states and the province in true scale; it is revised and brought up to date every two years. This year, the 6th edition of the map will

FROM THE DESK OF THE

## PHOTOGRAPHY DIRECTOR

( COLIN McDONALD )

Fortunately, the request for a message from this desk was made in March. Had it been made anytime possibly from April through October, the chair behind the desk would be vacant. Members of the Photography Branch are in the field doing what they can to tell Ontario's story graphically.

To accomplish this, the department photographer is something of a paradox. He must be equally at home in a fishing guide's tent on the Albany River or at the State function of a Foreign Ambassador in the Nation's Capitol. You have seen him screening movies for the United Empire Loyalists Association or talking fishing to a group of Northern Ontario Tourist Outfitters.

No matter where you are in Ontario it is likely that he has been in your area recently on a photographic assignment or will be in the near future. It is a rewarding thing to the Travel and Publicity photographer to know that his work is being used to make his own people as well as people in other parts of the world, aware of Ontario's features and attractions. These assets are ours to share with the people of the other areas, and a photograph is a very effective way of showing them what we have.

We strive constantly to make both our library of films and photographs more available to those people in both Canada and the United States who are interested in promoting Ontario. For example, our films are distributed in a circulating program that contains over 250 United States' television stations. We encourage their showing wherever and whenever possible, because this is one very effective way of reaching into a rich tourist market. In addition, our staff works closely with anyone who is writing a story or article about the Province, providing them with the necessary photographs and information. In some cases, the procedure is reversed and the pictures prompt a story that might have remained unwritten.

Any success we have is due in large measure to the co-operation we receive from people in various areas. Chambers of Commerce and Boards of Trade, Camp and Resort operators, and members of various district associations have always been eager to assist us. Naturally, we appeal to you to continue to provide this assistance whenever the occasion arises.

be ready for distribution in April. From the 100,000 published, each commonwealth receives 20,000 maps for its own uses. The rest are used by the secretary's office to answer inquiries in response to magazine and newspaper advertising and publicity. Lists of the enquirers are made and sent to each commonwealth for its own servicing.

In addition, the Council's Chicago office coordinates and refers to the proper source requests for information and publicity material, and sends our area releases and pictures to magazines and newspapers in the United States and Canada.

Each of the four commonwealths has six representatives on the Council, one of whom is designated head of the tourist department of the state or province. For Ontario, the Hon. Bryan L. Cathcart, Minister of the Dept. of Travel and Publicity, is the designated head of the Ontario delegation. Other

Council members from Ontario include: Arthur Widnall, Director Parks and Recreation; Fort William; Fred W. Butler, Ontario Tourist Courts, Ottawa; Dalton Caswell, Hotel Bernard, Sundridge; J.E. Gibson, Imperial Oil, Ltd., Toronto; and Col. C.E. Reynolds, Ontario Northland Transportation Commission of North Bay.

We hope that this publication proves of interest and value to you. Travel news, suggestions, announcements of projects, programs, conventions, etc. will be welcomed and included wherever possible. Copies of "Travel Information" are available on request. Letters should be sent to F.A. Venn, Director, Information Branch, Dept. Travel & Publicity, 67 College Street, Toronto.



# Tourist Promotion On Wheels

"A tourist promotion program on wheels" is one way of describing the specially designed, Mobile Information Centre which made its debut at the 10th annual Canadian National Sportsmen's Show in Toronto.

This mobile unit developed by the Ontario Department of Travel & Publicity has "unlimited possibilities" in telling the story of Ontario's holiday pleasures to Canadians and Americans alike according to the Hon. Bryan L. Cathcart.

The exterior of the 20 foot mobile unit depicts one of Ontario's official Tourist Reception Centres. The interior contains illuminated photographs and maps of the Province and other display material designed to assist the tourist in learning about Ontario's vacation areas. Space is provided for the showing of slides and films. In addition, two large panels open up to reveal a maximum amount of the interior to passers by. Other features will be developed as time goes on. The wheels are removable to permit the unit to fit into exhibit areas where space is at a premium.

The mobile display has been developed principally for the many Sportsmen's Shows held annually in Canada and the United States.

The Centre will also be used as a classroom to assist in instructing the receptionists at the various Ontario Government Tourist Reception Centres. In short, the "Tourist Promotion Program on Wheels" should prove the beginning of a tourist program that has unlimited possibilities.

SPOTLIGHT  
ON...



## ALAN FIELD

Canada welcomes a new top salesman as Alan Field succeeds D. Leo Dolan as Director of the Canadian Government Travel Bureau in Ottawa. With this new appointment, Mr. Field has returned home from New York where he has been manager of the Bureau's office since October 1950.

Born and educated in Toronto, Field began his career as a free-lance fiction and newspaper writer, later becoming sales manager of a Toronto industrial firm. In 1942 he moved to Ottawa to join the staff of the National Film Board as director of newsreel production and later as producer of the theatrical series, "Canada Carries On." He served also as advisor to the United Nations Relief and Rehabilitation Administration and the International Civil Aviation Organization in establishing film and still picture services. In addition, he was a member of the secretariat of the San Francisco Conference at which the United Nations was established.

In 1945 Mr. Field became director of information services of the Secretary of State department, then headed by the Hon. Paul Martin. When Mr. Martin was named Minister of National Health and Welfare, Mr. Field was appointed his executive assistant. Returning to the National Film Board in December 1947, he became Manager of the Travel Bureau in New York.

The challenge given to the Canadian tourist industry by the departure of D. Leo Dolan has been accepted. The fact that it has been taken up by one of Dolan's colleagues makes it no less dramatic. The shoes of D. Leo are hard to fill no matter from what ranks his successor might have come. Canadians in the tourist business from Atlantic to Pacific watch with warranted optimism as Alan Field takes the reins. They know that this man of many talents has very much to offer in his new role.

## COMING EVENTS



The Hon. Bryan L. Cathcart officially opens the new Mobile Information Centre at the Canadian National Sportsmen's Show. Mrs. Cathcart is presented a bouquet by receptionist Vera Little.

<u>DATE</u>	<u>PLACE</u>	<u>EVENT</u>
April 1-4	Toronto	Canadian Restaurant Association Convention (Exhibition Park)
April 1	Toronto	Culinary Display (Royal York)
April 24	Port Hope	Tourist Conference (Travel & Publicity Development Br.)
April 24-27	Fort William	Lakehead Sportsmen's Show
May 16	Windsor	Tourist Conference (Travel & Publicity Development Br.)





This is the GRADUATING CLASS of the Hotel, Resort and Restaurant Administration Course at Ryerson Institute of Technology. Reading from the left they are: Front Row - Ray Farrow, Lee Latimer, Mrs. L.G. Dobson, Director, George Gorringer and Harold Droga. Back Row - Bob Marchant, Arthur Sharf, George Sheldon, Bob Cornell, Milton Sheppard and Robert Downing. Absent - Douglas Harmon.

These young people have a good reason for smiling. In two short months they will don the hood of graduation that has taken three years of solid study to earn. They have a good deal to be confident about as well, for they are graduating from the only faculty of its kind in Canada---the Hotel, Resort and Restaurant Administration school of the Ryerson Institute. From the memorized halls of learning the graduates go out to make their contribution to an ever-growing tourist industry.

Though the school is not quite six years old, its curriculum embodies a combined theory and practice usually found in courses that have attained a venerable age. A complete description of the course of study over the three year period is not possible here, but the many and varied subjects fall roughly into some general classifications such as: Food Department Management including Menu Planning and Food Costing, Hotel Accounting including Food and Beverage Control and Front Office Procedures, Mechanical (Architectural, Institutional, Institutional Equipment), Cultural, Personnel Administration including Psychology, Labour Relations and Labour Legal Framework, and sciences such as bacteriology and chemistry.

The school possesses even more than an impressive curriculum---it has the spirit, enthusiasm and vision so vital to the tourist industry. In addition, the students have acquired a practical, working knowledge of the field during the summer months.

The purpose of the Hotel, Resort and Restaurant Administration course is, as its Director, Mrs. L.G. Dobson B.H.Sc. points out, to provide training which will give the graduates an understanding of the management of a business and will enable them to cater to the needs of the guest. Courteous, efficient service in hotels, resorts or restaurants can best be assured through well-trained personnel.

Perhaps these young people provide part of the answer to keeping Ontario's tourist business flourishing in periods of competition that become increasingly keen with the passing years.

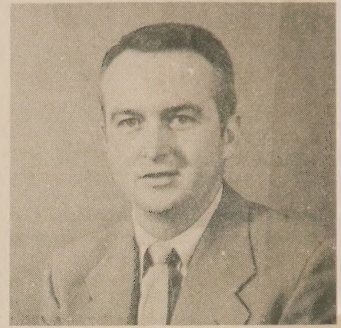
#### BUSY MONTHS FOR DEVELOPMENT BRANCH

Arranging Tourist Conferences during the next two months is keeping the Development Branch of the Department busy these days. One such conference to plan and organize an area tourist organization will be held in Port Hope, April 24, with another being held in conjunction with the Windsor

Chamber of Commerce in Windsor, May 16. The latter conference is for tourist operators and all people serving the tourist, and will place special emphasis on food handling.

John Fisher will be the guest speaker for the courtesy Reception and Dinner at Windsor, May 2. This reception and dinner, sponsored by the Windsor Chamber of Commerce, Essex County Tourist Association and the Development Branch is on

#### MEET YOUR DEPARTMENT



( COLIN McDONALD )

The click of a camera shutter is music to the ears of Photography Director, Colin McDonald. The photo above was taken in one of the rare moments when Colin was not peeking through a viewfinder. Rare indeed, are the moments when this young man pauses in his efforts to capture on film the boundless colour, beauty and activity of Ontario.

As Director of the Photographic Branch, Colin travels between thirty and forty thousand miles each year, not only to photograph the Province's vacation treasures, but also to carry out a host of special tourist promotions that help bring holiday-seekers to Ontario.

A native of Toronto, he worked in a portrait studio in the Queen City prior to his enlistment in the Royal Canadian Navy. Upon leaving the Navy, Colin went to New York to study colour photography which was still in its infancy. Graduating from the New York school, he turned his skill and knowledge to the service of his native Province through the Photographic Branch of the Dept. of Travel and Publicity.

With almost ten years of service behind him in this Branch, Colin rates as the youngest Director in the Department. Add to that the fact that he is a charter member and director of the Commercial and Press Photographers' Association, and you get a picture of a young man pretty much in love with his work.

No need to ask Colin what he does for a hobby.

behalf of Customs Immigration, R.C.M.P., Ontario Provincial Police and the local police of Windsor and Sarnia.

Number of vehicles entering Ontario on Traveller's Vehicle Permits in FEBRUARY:

1955	1956	1957
25,156	28,015	29,585

Change in 1957---+1,570  
% Change in 1957--- 5.6